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ABSTRACT

This collection of abstracts is part of a continuing series providing information on recent doctoral dissertations. The 18 titles deal with a variety of journalism-related topics, including the following: the needs of community newspapers; factors affecting reader evaluation of authors; reader differentiation between news stories and editorials; the training of high school publications advisers; the nonfiction novel; investigative reporting; perceived impact of the print media on policy making; the news writing behavior of student reporters; constitutional protection of freedom of the student press; performance of university student newspapers within the context of student activism; computer analyses of newspaper prose; career patterns among journalism graduates; agenda-setting by newspapers; women printers in colonial New England; the history of the University of California Press; and historical trends related to children's print advertising and to the development of objectivity as an ideal in the professions of law and journalism. (GW)

Journalism and Journalism Education

Abstracts of Doctoral Dissertations Published in Dissertation Abstracts International, March through December 1977 (Vol. 37 No. 9 through Vol. 38 No. 6)

Compiled by the Staff of

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This bibliography has been compiled as part of a continuing series designed to make available information on relevant dissertations to users of the ERIC system. Monthly issues of Dissertation Abstracts International are reviewed in order to compile abstracts of dissertations on related topics, which thus become accessible in searches of the ERIC data base. Ordering information for the dissertations themselves is included at the end of the bibliography.

Abstracts of the following dissertations are included in this collection:

Anders, Patricia L.

THE RELATIONSHIPS AMONG STATUS OF AUTHOR, SEX OF AUTHOR, SEX OF READERS, AND SEX-ROLE-IDENTITY OF READER AND THE EVALUATION OF AN AUTHOR AS CREDIBLE

Boyd, Dale Elwood

A NEEDS ASSESSMENT OF COMMUNITY NEWSPAPER PERSONNEL AND A LEARNING PACKET PROPOSAL IN RESPONSE

Carter, Phillip Dean

READER DIFFERENTIATION BETWEEN NEWS STORIES AND EDITORIALS

Click, John William

DEVELOPMENT OF A MODEL FOR THE SHORT-TERM TRAINING OF HIGH SCHOOL PUBLICATIONS ADVISERS

Eason, David L.

METAJOURNALISM: THE PROBLEM OF REPORTING IN THE NONFICTION NOVEL

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THE ELITE PRESS AND THE ENERGY CRISIS: AN EXAMINATION OF THE PERCEIVED IMPACT OF THE MEDIA ON POLICY MAKING, 1973 TO 1975

Lee, Kyung-Ja

AN EXPERIMENTAL STUDY OF THE RELATIONSHIP AMONG DOGMATISM, SOURCE CREDIBILITY, SOURCE-MESSAGE ORIENTATION AND MESSAGE ORIENTATION AND MESSAGE ENCODING/DECODING BEHAVIOR AMONG STUDENT REPORTERS

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THE UNIVERSITY OF CALIFORNIA PRESS, 1893-1933

Nichols, John Eliot

FEDERAL CONSTITUTIONAL PROTECTION OF FREEDOM OF THE HIGH SCHOOL AND COLLEGE STUDENT PRESS

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JOB SATISFACION, CAREER PATTERNS AND JOB HUNTING AMONG JOURNALISM GRADUATES

Sohn, Ardyth Broadrick

A LONGITUDINAL ANALYSIS OF AGENDA-SETTING EFFECTS

Sohn, Harold Louis

THE RELATIONSHIP OF NEWSPAPER ISSUE
AGENDAS TO THE CURRENT AND
ANTICIPATED ISSUE AGENDAS OF
COMMUNITY LEADERS, NON-LEADERS
AND NEWSPAPER STAFF

THE RELATIONSHIPS AMONG STATUS OF AUTHOR, SEX OF AUTHOR, SEX OF READER, AND SEX-ROLE-IDENTITY OF READER AND THE EVALUATION OF AN AUTHOR AS CREDIBLE

ANDERS, Patricia L., Ph.D.
The University of Wisconsin-Madison, 1976

Supervisor: Kenneth L. Dulin

Investigates the relationships among and between four non-cognitive factors that were hypothesized to affect the reader's evaluation of an author. The four non-cognitive factors were the following: (1) the occupational status of the author; (2) the sex of the author; (3) the sex of the reader; and (4) the sex-role-identity of the reader.

Two instruments were used in the study. The first was designed by the researcher in order to elicit the readers' (subjects') evaluation of male authors that were associated with high-, average-, and low-status occupations, of female authors who were associated with high-, average-, and low-status occupations, and authors for whom no sex was known (initials were used in the place of first and middle name) of high-, average-, and low-status occupations. The second instrument used was the Bem Sex-Role-Identity Inventory. Analysis of the subjects' responses to the inventory established (for the purposes of the study) those subjects that perceived themselves as Androgynous or Non-androgynous. One hundred and sixty-five freshmen and sophomore students from four different colleges in Wisconsin participated in the study.

No significant differences were found in terms of the hypotheses that were presented; but interesting trends and tendencies did occur and are suggested.

Order No. 77-8077, 317 pages.

A NEEDS ASSESSMENT OF COMMUNITY NEWSPAPER PERSONNEL AND A LEARNING PACKET PROPOSAL IN RESPONSE

BOYD, Dale Elwood, Ph.D.
Iowa State University, 1976

Supervisor: Trevor G. Howe

This study determined the needs of community newspapers or the threats to their survival as perceived by state press association managing directors and executive secretaries. Questionnaires were mailed to these executives and data from 40 of them were used in the study.

The press association managers selected from a list of 16 topics those they felt best suited the needs and concerns of weekly and semi-weekly newspaper personnel in their states. Eight of the topics were defined as reader-oriented, eight as newspaper-oriented, but were not identified as such to the respondents. The order in which topics were selected by the managers was: display advertising, layout and design, newswriting, new technology, news photography, classified advertising, press law, circulation, postal regulations, editorial writing, accounting and bookkeeping, newspaper ethics, copy editing, headline writing, news interviewing; and interpretive reporting. These 16 topics were dependent variables of the study.

The states represented by the press association managers were divided into two groups, based upon demographic considerations. These were the independent variables of the study: persons per weekly and semi-weekly newspaper, persons per daily newspaper, population density, persons per farm, the ratio of weekly and semi-weekly newspapers to daily newspapers, and the ratio of farm income to manufacturing value-added income.

The researcher hypothesized that press association managers from states demographically different would make either more reader-oriented or newspaper-oriented selections depending upon state demographic differences. Of the 96 cells, 16 dependent variable examinations with each of six independent variables, only six showed significant differences between group means. Such differences are little better than those one might expect due to chance or its fluctuations at the .05 level. Thus, the investigator suggested little reason to believe that differences in needs or concerns of newspaper personnel exist in demographically different geographical areas.

A corollary part of the study had to do with the development of sound-on-slide learning packets in response to the needs expressed by the press association managers. Five such packets are reproduced in the study and deal with display advertising sales, classified advertising, layout and design, news story lead writing, and newswriting.

The researcher recommended additional research in both the testing and developmental areas. Continuing education models and their applications should be tested for their effectiveness, he said, and additional learning packets should be developed in response to other perceived needs of community newspaper personnel. Order No. 77-10,301, 170 pages.

READER DIFFERENTIATION BETWEEN NEWS STORIES AND EDITORIALS

CARTER, Phillip Dean, Ph.D.
University of Missouri – Columbia, 1976

Supervisor: Dr. Ralph C. Dobbs

The purpose of this study was to ascertain if newspaper readers clearly are able to detect news stories and editorials and to differentiate between news stories and editorials.

Scope of the Study

The study was limited to newspaper readers randomly selected in two communities in the states of Nebraska and North Dakota.

Source of the Data

1. A random sample of persons in each community was selected from the city directories of Columbus, Nebraska, and Grand Forks, North Dakota, to respond to the Self-Developed Likert-Type Measuring Instrument, keyed to a composite score of four educators and journalists. Two of the experts were male; two were female. A pilot study of 60 persons randomly selected and re-tested resulted in a split-half reliability of .87. 2. Each sample was then dichotomized into sub-groups to study the comparison within and between the two communities in ability of readers to detect and differentiate between straight news and editorials. 3. The following categories were used to dichotomize respondents from each community: (1) Sex; male versus female; (2) Educational Level; some college versus high school and less; (3) Age; above the median versus below the median; and (4) Income; above the median versus below the median.

Findings:

The following findings are significant at the .01 level of confidence: 1. There was a significant difference between readers in Grand Forks, North Dakota and in Columbus, Nebraska in ability to detect and differentiate between news stories and editorials. 2. There was a significant difference between male and female reader ability to detect and to differentiate between news and editorials in both communities. Males were better able to do so. 3. There was a significant difference of readers of higher educational levels in both communities in ability to detect and differentiate between news and editorials. 4. There was no significant difference in the reader's ability when grouped by age to detect or to differentiate between news and editorials in either community. 5. There was a significant difference in the ability of reader's with higher incomes (above the median versus below the median) to detect and differentiate between news stories and editorials in both communities.

Conclusions

To the extent the data and findings resulting from the research procedures are valid and reliable, the following conclusions may be drawn: 1. Males in both communities are better able to detect and differentiate between news stories and editorials than are females. 2. When grouped by educational level (above the 12th grade versus 12th grade and below), readers in both communities of higher educational level are better able to detect and differentiate between news stories and editorials than are the readers at the lower educational levels. 3. When grouped by age (above the median versus below the median), readers in both communities show no significant difference in ability to detect and differentiate between news stories and editorials. 4. When grouped by income (above the median versus below the median), readers in both communities with higher incomes are better able to detect and differentiate between news stories and editorials than are readers with lower incomes. Order No. 77-5592, 143 pages.

DEVELOPMENT OF A MODEL FOR THE SHORT-TERM TRAINING OF HIGH SCHOOL PUBLICATIONS ADVISERS

CLICK, John William, Ph.D.
The Ohio State University, 1977

Adviser: Professor John C. Belland

Since the majority of high school student publications advisers have little or no pre-service preparation, a model for short-term training of advisers was developed by (1) assessing needs of advisers through two surveys, (2) developing principles for training advisers, (3) validating those principles by submitting them to an expert jury and (4) constructing a model from the validated principles.

Survey replies were received from 131 advisers in 14 states and the District of Columbia and from 41 professors who teach courses for advisers. Although 46.6 per cent of the advisers in the survey teach journalism, only 18.3 per cent hold certification in it and only 22.9 per cent have completed more than 13 quarter hours of college journalism courses.

Advisers' replies were analyzed in two groups, one of 30 with 18 or more quarter hours of journalism and another of 101 with 13 or fewer hours. Fifty-three statements of professional needs taken from the literature were rated by the professors and two groups of advisers, and overall rankings by these three groups were significantly different beyond the .001 level.

Differences in rankings by the three groups were analyzed and 25 statements that were classified in "disagreement" and "strong disagreement" categories were further analyzed to determine which needs to use in developing principles to be submitted to the expert jury. Forty of the 53 statements were accepted for developing principles.

The expert jury was chosen from persons who had been most widely published in scholastic journalism periodicals during 1971-1975 and who also were active in additional ways in the student publications field. The principles deal with three major aspects of adviser training: (1) competencies to be developed, (2) learning activities for developing competencies and (3) practical aspects of the training situation. All principles referred to the expert jury were validated by the jury according to criteria established at the outset of the study.

The model is based upon the principles validated by the jury. It deals with 11 areas of competency: (1) news judgment, news gathering and news writing, (2) editing and design, (3) professional practices, (4) law of student publications, (5) relations with persons not on the staff, (6) production techniques, (7) business and finance, (8) advertising, (9) relations with the staff, (10) photojournalism and (11) writing, other than news. Learning activities useful in developing the competencies and validated by the jury are (1) discussion followed by laboratory practice, (2) straight presentations followed by practice in the skill presented, (3) coverage of a real event, (4) combination of straight presentation, slides, discussion and practice in the skill presented, (5) simulation, (6) problem inventory, (7) individual study materials or packets, (8) seminar approach, (9) handouts accompanied by discussion and followed by practice in the competency being presented, (10) examples followed by discussion, (11) case study method, (12) slides or charts accompanied by analysis and discussion, (13) discussion with high school students followed by critique and (14) advisers' exchange of their own experiences.

Practical training considerations in the model are (1) adequate duration to deal with essential needs of participating advisers, (2) leadership in touch with advisers' practical problems, (3) program dealing with needs felt by advisers as well as professional needs of which they may be unaware, (4) adequate facilities, (5) accessibility in terms of distance, time and cost, (6) use of a variety of effective learning activities and use of activities that encourage or facilitate future individual learning in areas of advisers' needs, (7) use of a variety of learning resources to allow for individual differences and learning preferences, (8) use of a training program form most appropriate for the circumstances and (9) enrollment properly apportioned to leaders and resources, on the order of 15 advisers per instructor. Order No. 77-24,612, 273 pages.

METAJOURNALISM: THE PROBLEM OF REPORTING IN THE NONFICTION NOVEL

EASON, David L., Ph.D.
Southern Illinois University at Carbondale, 1977

Adviser: Robert E. Trager

Utilizing a semiotic theory base, the research is an investigation of the nonfiction novel as a mode of consciousness. Five nonfiction novels--Tom Wicker's A Time to Die, John Gregory Dunne's Vegas: A Memoir of a Dark Season, Norman Mailer's Armies of the Night, Tom Wolfe's Electric Kool-Aid Acid Test, and Hunter Thompson's Fear and Loathing in Las Vegas--are examined in the process of building a conceptual model of the nonfiction novel.

Current literature on the nonfiction novel is criticized for failing to deal sufficiently with the issue of language in narrative construction. Utilizing the approach of Roland Barthes, the study examines the texts as a network of relationships which constitute an implicit "theory" of journalism. A detailed analysis of each of the five texts is presented in which typologies of relationships are constructed within the boundaries of three fundamental oppositions--individual/society, past/present, and form/experience.

The study maintains that the distinguishing characteristic of the nonfiction novel is that it performs a metajournalistic function by making journalistic form one of the central problems of the report. In contrast to normative journalistic procedures which seek to eliminate distance between the form of the report and the reality the report signifies, the nonfiction novel extends the distance, furnishing a commentary on the process of constructing meanings in society. In addition to being "stories" about a unique historical situation, the reports are "stories" about the process of story construction itself.

The dominance of the metajournalistic function in the nonfiction novel is seen as being symptomatic of an ideological crisis for journalistic practice. While the reports reflect a discomfort with traditional journalistic ideology, they are unable to posit new answers to the problems which that ideology had resolved. Unable to resolve the troublesome epistemological, ethical and political questions raised by the process of reporting, the reports chronicle their own ideological crisis in story form. The problem of reporting is resolved in terms of an aesthetic which becomes a part of the conceptual disorder the form signifies in a subject sense.

Order No. 77-24,459, 217 pages.

NOTES TOWARD THE LIBERATION OF JOURNALISM HISTORY: A STUDY OF FIVE WOMEN PRINTERS IN COLONIAL AMERICA

HENRY, Susan Jane, Ph.D.
Syracuse University, 1976

Although colonial printing has commonly been pictured as a strictly male occupation, at least 17 women worked as printers in colonial America. This dissertation is an attempt to recreate the lives and work of the five women who printed in New England between 1735 and 1781. I have found them to be capable, determined and intelligent women who deserve far more historical attention than they have previously received.

The five printers of this study are Ann Franklin of Newport, Rhode Island, Sarah Goddard of Providence, Rhode Island, Margaret Draper of Boston, Massachusetts, Hannah Watson of Hartford, Connecticut, and Mary Crouch of Charleston, South Carolina, and Salem, Massachusetts. All of these women took over print shops on the death or absence of a male printer-relative, ably running the business under considerable difficulties. Their accomplishments ranged from writing almanacs to managing post offices, and their printing tenures extended between 17 months and almost 30 years.

My goal has been to describe both the professional and personal lives of these people, using details from one sphere to reflect on another. But because both primary and secondary materials on all of these women were scarce as well as ambiguous, my efforts to meet this goal required me to utilize many diverse research devices. The most useful techniques were taken from the fields of content analysis and biography. I also drew heavily on aspects of local history, social and economic history, and genealogy. In addition, I was able to infer something about these women by examining the more plentiful information available on the men who influenced them.

The important results of this study fall in four different areas. First, I discovered that--contrary to the impression given in most journalism histories--these five women did work as printers, and did make substantial contributions to their professions and communities. Second, by viewing these printers as specific examples of the large numbers of businesswomen who worked in colonial America, I have added new data to the still-scanty knowledge of this important group of people.

I also learned much about the qualities and circumstances which made these women become printers. Four were printers' widows and one was a printer's mother. Most maintained relatively privileged economic and social positions within their colonial communities. They all married ambitious and talented men. Four women spent at least part of their careers working with young males who may have overseen the day-to-day print shop activities, yet all five women exhibited strong administrative and financial abilities, independent minds, and a devotion to printing.

Lastly, I determined that the historical neglect of these five printers has probably been in large part due to their sex. Their backgrounds, abilities and accomplishments all qualify them for inclusion in the histories of colonial journalism.

Order No. 77-24,542, 356 pages.

A CONTENT ANALYSIS OF CHILDREN'S PRINT ADVERTISING, 1948-1974

JENKINS, William Delmar, Jr., Ph.D.
The University of North Carolina at Chapel Hill, 1976

Supervisor: Jay E. Klompmaker

Children's advertising has been receiving increasing attention from private and public groups. The purpose of this study is to undertake a content analysis of children's print advertising over a 26-year period to determine if criticized practices in today's children's advertising have been increasing or decreasing in frequency since 1948.

Seventy-two children's advertisements from various types of children's periodicals are sampled on alternate years, beginning in 1948 and ending in 1974; the resulting total is 1008 advertisements for the entire study. Each advertisement is analyzed by a coding format which contains approximately 100 variables. Major sections of the coding format are the following: (1) product identification; (2) verbal product description; (3) product illustrations; (4) product benefits or appeals; (5) additional information such as guarantees or prices; (6) sales tactics such as endorsements, premiums, or contests; and (7) parent-child conflicts. Each advertisement is analyzed four times to insure the reliability of the format. With the use of a computer, the resulting data are crosstabulated by product class, periodical type, and year.

Food products account for 24% (241) of the study's advertisements; toys, for 21% (212); sales clubs, for 15% (150); bicycles and bicycle accessories, for 11% (113); and sporting goods, for 7% (72).

The following are a few examples of the many findings of this research. Sugar-related food products account for well over half of the food products in the study. Though most advertisements give some verbal product information, less than half disclose product materials and fewer still reveal product size. The use of photographs in illustrations is increasing. Peer approval is used as an appeal in nearly 40% of all advertisements sampled although its frequency has declined in recent years. Varying degrees of price information are found in 43% of the study's advertisements, while 15% contain some type of guarantee. Endorsements are used in 38%; premiums, in 30%; and contests, in 8%. Children are urged to ask parents to buy the product in 6% of the sampled advertisements.

No general statement may be made on whether children's print advertising has improved over the 26-year period. Extreme exaggeration in product descriptions, illustrations, and benefits may not be quite as common as in 1948, but many questionable practices still exist. Further research in children's print advertising is needed. Order No. 77-17,448, 283 pages.

THE ELITE PRESS AND THE ENERGY CRISIS: AN EXAMINATION OF THE PERCEIVED IMPACT OF THE MEDIA ON POLICY MAKING, 1973 TO 1975

LAMBETH, Edmund Barry, Ph.D.
The American University, 1976

An examination of the perceived influence of the printed media in energy policy making uncovered an apparent exception to the notion, prevalent in the early 1970's, of significant media influence in public affairs. Although perceptions of influence varied, attributions of low influence, in an absolute sense, tended to prevail among 114 actors active in energy policy in Washington. Respondents included legislative Democrats and Republicans; presidentially appointed officials and civil servants in the executive; economic and public interest group leaders and Washington-based energy reporters of the elite press. Responses to structured questions and an examination of various episodes of news coverage indicated the press' role to have been passive and reactive rather than active and anticipatory.

Variables conceptualized to explain variations in perceived influence included the degree of interaction with the press, perceived legitimacy of the press, reported usefulness of the press in daily energy work, assessments of press performance, plus age, professional energy experience and length of the policy makers' tenure in Washington. In the main, there were consistent and positive correlations between perceived influence and the variables usefulness and performance.

Evidence from case study material indicated that the printed press exerted more influence on the career of policy makers--serving something of a gatekeeping role--than on the actual content of policy. Both survey and case study data indicate that the complexity of the energy issue may have set limits on media influence, especially considering limitations inherent in the media's current approach to "mega beats" such as energy. Order No. 77-9816, 310 pages.

AN EXPERIMENTAL STUDY OF THE RELATIONSHIP AMONG DOGMATISM, SOURCE CREDIBILITY, SOURCE-MESSAGE ORIENTATION AND MESSAGE ENCODING/DECODING BEHAVIOR AMONG STUDENT REPORTERS

LEE, Kyung-Ja, Ph.D.
Southern Illinois University at Carbondale, 1977

Major Professor: L. Erwin Atwood

One common criticism directed toward the mass media content has been various "inaccuracies", including so called "error in meaning." In an attempt to explore some of the sources of such inaccuracies, the present study asked the following questions: 1. To what extent can dogmatism, as conceptualized by Rokeach, predict student reporter's source-message orientation? 2. To what extent does a reporter's perception of the credibility of his source affect his public presentation of the source and information obtained from that source? 3. To what extent does a reporter's personal opinion on the topic (that is agreement or disagreement with the source on the particular topic) affect the outcome of a news story? 4. To what extent does a reporter's personality, as measured by dogmatism, affect these message encoding/decoding behavior?

Among 72 college students enrolled in a news writing and reporting class, the findings showed that in the context in which the independent variables were examined, source credibility was the only statistically significant factor affecting student reporters' news writing behavior. The major findings are: 1. The student reporters considered the high credibility source more newsworthy than the low credibility source. 2. The student reporters who wrote news stories in the high credibility condition used more direct quotations from the source in their stories than did the student reporters in the low credibility condition. 3. The student reporters who wrote stories in the low credibility condition wrote more inaccurate stories than did their counterparts in the high credibility condition. 4. The student reporters in the high credibility condition presented the source's side of argument in their stories more frequently than did the students in the low credibility condition.

The present study also demonstrated that student reporter's personality, as measured by Rokeach's dogmatism scale, and their personal opinion, on the issue, as measured by topic agreement scale, did not affect their news writing behavior significantly. Regardless of their personality characteristic and opinion, student reporters tended to write "neutral" stories. However, when they experience cognitive dissonance between their perception of the message and source, the student reporters appeared to try to reduce the dissonance by reevaluating the source. Order No. 77-24,473, 144 pages.

THE UNIVERSITY OF CALIFORNIA PRESS, 1893-1933

MUTO, Albert Henry, Ph.D.
University of California, Berkeley, 1976

More than a modest amount of the credit for the rapid growth of the University of California, at a time when its very location could have imposed serious limitations on its development, was due to its Press. The University of California Press, 1893-1933, performed two equally important functions. The publishing program, first suggested by University Librarian, Joseph C. Rowell, and financed by state funds, was established in 1893 to develop the Library's collection. Rowell wanted materials he could send out in exchange for the publications of other institutions of higher learning. The program was, at the same time, to provide University scholars a ready means to publish and to disseminate the results of their original research. The publications--monographic series--were, however, meant more to reflect the scholarly activity of the University as a whole than to bring renoun to the individual authors that wrote them.

The publishing program was administered by the president of the University and by the Editorial Committee. For many years, President Benjamin Ide Wheeler ruled the early Press with an iron hand. He insisted on the monographic series as the only type of publication, prohibiting the publication of books and journals with the feeling that they should be left to the commercial publisher. Wheeler delegated authority over Press matters to the Editorial Committee, whose members he appointed annually.

Although Editorial Committee members were primarily charged with the final approval of manuscripts, they were also for some time directly involved with the more practical aspects of publishing--copy editing, production, and distribution. When it became apparent that they could not cope with their professorial duties, judge manuscripts, and administer the Press as well, Wheeler appointed Albert H. Allen, in 1905 to manage the Press. Allen became responsible for copy editing, and distribution; he made the necessary arrangements to have the monographs printed and also kept the books.

Allen became a key figure in the exchange program shortly after he came to the university. The program, however, was turned over to the Library in 1914, by which time Allen had become somewhat discouraged. Library staff members had refused to give him necessary information which only they could supply. He was, moreover, relieved of exchanges because he was more urgently needed in the performance of other duties. There was, at that time, a sharp increase of activity because of the Semicentennial Series, which had to be ready for the celebration of the University's fiftieth anniversary in 1918.

Even though the publications of the early Press had little marketing potential, Allen did what he could to promote the few that could sell. He even tried on several occasions to persuade Wheeler to permit the publication of scholarly trade books. The President, however, remained adamant in his insistence on the monographs, and no one else seems to have had the courage to broach him on the subject of book publishing after Allen resigned in 1917.

Allen was succeeded by Morse Cartwright, Wheeler's secretary. Cartwright, however, never became very involved in publishing affairs because he was too busy running the President's office. Cartwright was followed by a succession of faculty-managers who were mainly concerned with policy and left the more routine matters of administration to others. Though the period of faculty-managers could be described as uneventful, they established a book series which became world famous--the Sather Classical Lectures.

Even more important, inspired by the success of the Semicentennial Series, the faculty-managers tried to institute in the early twenties, shortly after Wheeler's retirement, a policy which would permit book publishing. Their demands for a book program, however, were not accompanied by concrete recommendations to effect such a change. Although a few books did materialize because of their recommendations, the University presidents of the time, David Prescott Barrows and William Wallace Campbell, never sanctioned the proposal.

It was not until the early thirties, that a university president was again approached on book publishing. George Miller Calhoun, the last faculty-manager, submitted plans for reorganizing the Press shortly after Robert Gordon Sproul became President. Calhoun's major suggestions for change had to do with the creation of an endowment and the establishment of a sales office.

Sproul never seems to have acknowledged Calhoun's recommendations, let alone given them his sanction. The President did, however, approve another set of plans about a year after Calhoun submitted his. The person who submitted the recommendations on this occasion was Samuel Thaxter Farquhar, superintendent of the Printing Office.

Farquhar's plans did not differ greatly from Calhoun's. He too asked the policy be changed to permit the publication of books of general interest and he asked for a special fund to finance the program. He also wanted to raise printing standards, and recommended, to achieve that end, that the University Printing Office cease to be a separate department of the University to become the Printing Department of the Press. And finally, he too wanted better copy editing services and the creation of a sales office. Farquhar's plans, however, differed considerably from Calhoun's with respect to the role of the Editorial Committee. He limited, for the first time, the committee's exclusive right to judge manuscripts by reserving for himself the right to veto any book manuscript he might consider a bad risk even if it had already received the Committee's approval.

Farquhar's recommendations went into effect when he became manager of the Press in July, 1933. Whatever their strengths or weaknesses, when Sproul approved them he put an end to a program that would permit nothing but the publication of specialized monographs and formally sanctioned the policies which made it possible to become one of America's leading university presses some thirty years later.

Order No. 77-4550, 180 pages.

FEDERAL CONSTITUTIONAL PROTECTION OF FREEDOM OF THE HIGH SCHOOL AND COLLEGE STUDENT PRESS

NICHOLS, John Eliot, Ph.D.
The University of Wisconsin-Madison, 1976

Supervisor: Dr. Harold L. Nelson

This work is a study of approximately one hundred reported and unreported court cases dealing with censorship and punishment of the public high school and college student press, predominantly by school officials. It aims to determine the scope and nature of federal constitutional protection given the student press, and to compare it with that given the press at large. The study reports the history of deprivation of students' right to freedom of expression, and includes major sections on the Supreme Court holding in Tinker v. Des Moines School District, and how lower courts have interpreted it; protection given various kinds of content; and procedures for regulation.

Before the late 1960s courts subordinated students' freedom of expression to school officials' interest in protecting the school from an asserted but undemonstrated "bad effect" of expression found objectionable. In 1969, however, Tinker held that courts could not uphold school officials' interferences with student expression unless officials should factually demonstrate, and courts find, that the expression was causing or threatening "material and substantial interference" with school activities. Tinker was unclear about what sanctions are allowable, but three federal Courts of Appeals have held the case allows prior restraint over disruptive, obscene, or libelous expression of high school students. One Court of Appeals has held Tinker authorizes punishment only. The cases authorizing restraint have justified their holdings on the immaturity of high school students, a rationale missing from Tinker.

Other kinds of content have not generally been held regulatable. A few cases, apparently departing from prevailing Supreme Court doctrine, have allowed punishment because literature was "disrespectful" of school officials, or inflammatory; and a few because students violated rules or commands in distributing constitutionally protected literature.

Where regulation is constitutionally allowable, decisions have generally insisted it be accomplished with narrow and specific rules containing procedural safeguards. In the great majority of instances rules and sanctions have been held unconstitutional because there was insufficient disruption or evidence of threatened disruption, the rules were inadequately drawn, or the content was constitutionally protected.

The decisions establish that school officials have no right of control over the student press stemming from public funding, and that they may not censor by withdrawing funding.

The private school student press is potentially protected if state-school ties are strong, but no decisions have yet protected it.

The writer concludes that judicial protection of the college student press approximates that of the press at large, and that protection of the high school press is somewhat less, predominantly because lower courts have authorized restraint. Court holdings aside, in actuality the student press at both levels is considerably less free than the press at large, because of the proximity and actions of school officials.

The writer recommends that courts stiffen the procedural requirements for restraint and punishment, to better protect freedom of expression. He recommends that school officials not censor or punish protected expression, and that schools limit their contact with the student press to allocation and administration of funds, unless students desire otherwise.

Order No. 76-28,166, 428 pages.

THE STUDENT NEWSPAPER—A POLITICAL PERSPECTIVE

POON, Wai Keung, Ph.D.
University of Toronto (Canada), 1976

This study examined the performance of the student newspaper in universities within the context of student activism. Since the social impact of student activism in North America appeared enormous in the last decade, better insight could probably be gained into student activities such as student journalism by examining and assessing the activities against this background. The orientation of this study was a sharp contrast to that of the several commissions which investigated the student newspaper exigency in the nineteen-sixties and viewed the so-called libelous and mendacious practice of student journalism mainly as a result of the lack of training of the student journalists.

Baldridge's political model for the study of complex organizations provided the theoretical framework for the present inquiry. On the assumptions that the university had changed tremendously since 1960 and that students who desired to change the direction in which the university was heading generally lacked the power to be effective unless they could muster great support from the student body, it was postulated that the student newspaper was used as a tool in such power struggles.

A case study involving The Varsity, the undergraduate student newspaper of the University of Toronto, was conducted for the test of hypotheses. From a total of about sixty-five issues per year, six were randomly chosen for each year from 1962-63 to 1974-75 and their editorials content analyzed. Scores were combined on a yearly basis. The Semantic Differential Dictionary was the instrument used to investigate how the university administration and the general student body were portrayed by the student newspaper. This mode of analysis was supplemented with a contingency analysis. The way these attitude objects were portrayed was then correlated with student activism and the relationships tested by the Spearman rank correlation. The editorials were also classified to see if the student newspaper was inclined to appeal for student support and to use shock tactics when student activism intensified. These relationships were tested with the Fisher exact test. Because of the small N, the level of significance was set at .10 level.

Significant relationships were found between student activism and the university administration being portrayed as "negative" and "strong". Student activism was positively related to the university administration being portrayed as "active" and the general student body being portrayed as "strong" and "active", although these relationships were not statistically significant. The overall picture suggested that the student newspaper did not portray the university administration as an overpowering oppressor. Indeed, the student newspaper never hesitated to expose the hollow side of authority while emphasizing what students could accomplish during confrontations with university authorities. The student newspaper's appeal for student support was significantly correlated with student activism. The prediction that the use of shock tactics by the student newspaper increased as student activism intensified received some support. However, in view of the scantiness of information, this relationship remains inconclusive. The results of the study showed that the student newspaper exigency could be better interpreted in terms of student activism. This being the case, it was recommended that university authorities should operate in a parliamentary tradition and treat the student newspaper as the opposition rather than as a nuisance. It was suggested also that students should merge with existing political parties to bring pressure to bear upon the university administration if lasting changes in the university community were student goals.

The data confirmed some major assumptions of Baldridge's political model and hence gave the study which was based on these assumptions a stronger stance. On the other hand, they revealed the insensitivity of the Semantic Differential Dictionary on the evaluation dimension, a finding that may raise concerns among content analysts using this technique.

TWO EXPERIMENTS IN COMPUTER ANALYSIS OF NEWSPAPER PROSE: READABILITY ASSESSMENT AND AUTOMATIC INDEXING

RAYFIELD, Robert Emmett, Ph.D.
The University of Texas at Austin, 1977

Supervisor: Wayne A. Danielson

Content analysis relating to journalism was reviewed, especially as related to automated data processing. Literature was extensively examined and experiments conducted in two facets of automated analysis for quality improvement of newspaper editorial content: readability and automatic indexing.

Factor analysis of extensive reading comprehension tests verified "word complexity" and "sentence complexity" as the major identifiable component measures of readability. Based

on the presumption that the most frequent usage in natural language would be the most readable, four probabilistic measures were tested in correlation with standard reliability criteria. Probability of word length (as a ratio of summed probability of length in letters to total space units) was found to predict significantly better than characters-per-space or syllables-per-word in two of four tests. Probability of sentence length (as a ratio of summed probability of length in words to total space units) was found significantly superior to words-per-sentence but not to the more precise characters-per-sentence. Single letter distributional probability and two letter sequential probability proved not significantly different from the existing word length measures in predicting readability. A regression equation combining summed sequential two-letter probability, word length probability and sentence length probability, however, was found to correlate .90 with Miller-Coleman cloze criterion scores. This equation was incorporated into a simplified computer program to demonstrate its potential for on-line readability of newspaper articles during production processing. Two programs for statistical measurement and manipulation of natural language were also developed and demonstrated.

Automatic indexing of newspaper stories was examined by correlating measures of word position, frequency, capitalization, and use in headline against a group judgment criterion. Significant correlations were achieved with each variable and the Word Weighting regression equation achieved correlations of .61 to .64 using the first three variables, and .66 when the headline factor was included. In a comparison on 53 newspaper stories, the three variable formula was used to select about 10 terms from each story. In 50 of these stories, at least one of these terms matched a humanly selected term used in the newspaper's index. A simplified computer program to perform the automatic indexing process as a portion of the total information storage and retrieval process was developed and demonstrated. Overall evaluation of the uses and potential of computer analysis of newspaper prose indicates that extensive future applications are possible within existing theoretical frameworks. Order No. 77-23,021, 609 pages.

ORIGINS OF THE IDEAL OBJECTIVITY IN THE PROFESSIONS: STUDIES IN THE HISTORY OF AMERICAN JOURNALISM AND AMERICAN LAW 1830-1940

SCHUDSON, Michael Steven, Ph.D.
Harvard University, 1976

This study traces the development of objectivity as an ideal in two professions in the United States -- law and journalism. It argues that, in journalism, the rise of popular democracy and the expansion of a market economy in the 1820s and 1830s provided the conditions for a revolution in the content and organization of newspapers. Essentially, newspapers became profit-seeking businesses rather than party organs and emphasized news rather than editorial. While journalism expressed the ethos of a democratic market society, the legal profession resisted it. This was evident particularly in the controversy over codification of the common law. After the Civil War, however, even the bar accommodated itself to the democratic market society. In journalism in the late nineteenth century there was a growing emphasis on getting the "facts." Still, journalists were equally interested in being "colorful." Not until after World War I did "objectivity" become a more consistent and articulate ideal in journalism. At that time, faith in the institutions of the democratic market society was declining. Correspondingly, there was a decline in the naive faith that an objective world of facts could be directly apprehended. There was a sense in law and in journalism and in social thought generally that everything is subjective and that even facts cannot be trusted. This appeared in law in the jurisprudence of legal realism. In journalism, it expressed itself in the critical writings of Walter Lippmann and in newspaper innovations which formally recognized subjectivity: the political column and interpretative reporting. In both law and journalism, the same people who perceived the ultimate subjectivity of their crafts offered "objectivity" or "scientific method" as a response. Objectivity emerged, then, as an ideal and ideology in the 1920s and 1930s in response to the perception of subjectivity.

Order No. 77-19,138, 391 pages.

INVESTIGATIVE REPORTING: METHODS AND BARRIERS

SELLERS, Leonard Leslie, Ph.D.
Stanford University, 1977

The type of news coverage that requires time to explore the complexities of social wrongs has been given many labels, ranging from the turn-of-the-century term "muckraking," to the modern title "investigative reporting." It's a bright thread in the tapestry of the press, and one that is often pointed out by those defending the social role of the journalist.

Yet for all the publicity and acknowledgment given this kind of journalism, there has been no focused exploration of investigative reporting, no comprehensive study of the methods or problems inherent in this type of reporting. This study set out to identify the common problems encountered by journalists who undertake this kind of news-gathering, and to isolate those techniques most often used to solve such problems.

The data for the study were gathered through a four-pronged approach: personal interview, mail survey, archival research and a literature search. Personal interviews were conducted with more than 50 editors and reporters nation-wide; a mail survey, based on the data collected in personal interviews, was sent to 88 reporters who had attended investigative reporting seminars held by the American Press Institute; the files of eight national journalism award organizations were mined for case studies and supporting documents; and a systematic search of journalism literature was conducted.

The following operational definition of investigative reporting was created after preliminary research: the investigative reporter seeks information that is deliberately hidden because it involves a legal or ethical wrong. By narrowly defining the territory of the investigative reporter it was possible to isolate a standard set of barriers --those problems that impede or stop an investigative effort-- and a series of reportorial methods developed specifically for this type of journalism.

After an initial exploration of the definition and history, the study focuses on the following barriers:

Management: possible publishing philosophies that can conflict with the "watchdog" role of the press; differences in management attitudes in large and small news operations; financial limitations and misconceptions regarding investigations; personality conflicts.

Legal: the need for confidentiality and the debate over shield laws; the growing use of gag rules by courts; the impact and costs of libel suits and the threat of libel suits.

Ethical: the use of impersonation and posing; information trading with legal agencies; bribes and how they're offered; dealing with the human consequences of investigative reporting.

Personal: the danger of personal ideology; obsession with a single topic; fatigue; the possibility of physical violence.

The study then explores the process by which an investigative story evolves, focusing on reporters' methods and techniques:

The beginning: the role of tips and rumors; desk assignments; self-generated stories; luck.

The investigation: the planned story vs. the breaking scandal; the use of record searching and posing; editorial agreements; teams; the use of follow-up stories.

The information: the development and manipulation of sources; interview styles; phrasing questions; the confrontation interview; use of the bluff.

The results: the impact of investigations; social norms; attempts at censorship; reader identification; apathy and cynicism; deterrence.

The reporters: motivations; frustrations; personality traits.

This is not a study with any directly drawn conclusions as such; the material gathered was not the quantifiable type, but rather the kind useful for an exploratory study of a previously unexamined field. It does not, therefore, attempt to predict relationships, but only to determine what conditions are extant.

Order No. 77-18,248, 307 pages.

JOB SATISFACTION, CAREER PATTERNS, AND JOB HUNTING AMONG JOURNALISM GRADUATES

SHAVER, Harold Carman, Ph.D.
Syracuse University, 1976

This system was designed to find answers to two general questions: 1. Are journalism graduates taking advantage of their journalism training by pursuing journalism careers? and 2. What are the possible reasons they have not entered or remained in journalism, and especially what creates job satisfaction or dissatisfaction for a journalism graduate?

A mail questionnaire was sent to 458 1960 and 1970 news-editorial and advertising graduates of seven self-selected universities. Only universities possessing American Council on Education for Journalism accreditation in 1970 in both advertising and news-editorial curricula were considered for the study. The 235 respondents provided information on 533 jobs.

Analysis focused primarily on job factors which satisfied and dissatisfied the respondents. Frederick Herzberg's two-factor job satisfaction theory provided the theoretical base for the analysis. Instead of the traditional theoretical approach which says job satisfaction is a single continuum going from satisfaction to dissatisfaction, Herzberg's theory says job satisfaction has two continua, one going from no satisfaction to satisfaction and involving motivators and another going from no dissatisfaction to dissatisfaction and involving hygienes. Motivators relate to the content of the job and include achievement, recognition, the work itself, responsibility to advancement, and the possibility of growth. Hygienes relate to the context of the job and include company policy and administration, salary, supervision, factors in personal life, job security, working conditions, status, and three categories of interpersonal relations (with peers, with subordinates, and with superiors).

Respondents were divided into those in the field for which they had studied, those who had dropped out, and those never in the field. Analysis attempted to establish reasons for dropping out. A third section viewed job functions, employers, job tenure, salary, the number of contacts and methods relative to locating jobs, and feelings toward job offers.

Expressing an overall positive feeling about their jobs, the respondents were generally supportive of the Herzberg theory with their indications of job satisfaction and dissatisfaction. The biggest contribution to job satisfaction was the opportunity for acquiring new professional skills and stature, and the biggest contribution to job dissatisfaction was low salary.

The study of dropouts indicated news-editorial majors dropped out because of negative effects on their personal lives while advertising majors dropped out because of incompetent superiors. The dropout rate for news-editorial majors was considerably higher than for advertising majors. The news dropouts were more likely to be married and have children than the other news majors, and the advertising dropouts were distinguished from the others by the level of paid experience prior to graduation.

Other companies indicated news-editorial majors remain with their jobs longer than advertising majors; no differences of salary level exist between advertising and news graduates; most jobs are located through just one contact; news-editorial majors' jobs are more likely to be located through self-initiated contacts while advertising majors were likely to be introduced to their new bosses by various associates; and the only group of respondents who expressed any degree of unhappiness upon taking a new job were the 1970 news-editorial graduates when entering their first jobs. Order No. 77-9906, 202 pages.

A LONGITUDINAL ANALYSIS OF AGENDA-SETTING EFFECTS

SOHN, Ardyth Broadrick, Ph.D.
Southern Illinois University, 1976

The agenda-setting hypothesis that the media "cause" people to think about certain topics, was tested when a panel of 69 residents of a small Southern Illinois community were interviewed in July 1975 and April 1976. Respondents were asked what they read in the daily newspaper and what local topics they had talked about recently. In addition, a total of 104 editions of the local newspaper were content analyzed for both time periods. All responses and all local newspaper stories were content coded into a set of 41 categories. Pearson product-moment correlation coefficients and cross-lag correlations were computed to compare newspaper content with what people reported reading and talking about in both time periods. Cross-lag correlations were also computed between read and talk content to determine if relationships existed over time. In order to test relationships on a more specific level, five local content categories: crime; business; education; mining; and politics were examined in depth for time two. Each response of the panel and each local news story in time two that was identified as one of these five content areas was coded a second time. The second coding identified the content as dealing with issue oriented, event oriented, people oriented, or other topics. Chi Square tests were computed as a significance test for independent samples between the newspaper emphasis and respondent emphasis for the five categories.

The findings indicated a significant ($p < .05$) correlation between newspaper content in July and newspaper content in April. Likewise the correlations between what people read about in July and in April and what they talked about in both time periods were significant. A significant relationship between newspaper content and read content in July and in April was reported. No significant relationship between newspaper content and talk content for either time period was reported.

The newspaper content in July was significantly related to what people reported reading about in April. However, the correlation between what the newspaper printed in July and what was talked about in April was not significant. The correlation between read content in July and talk content in April was not significant and inverse in nature. However, there was a significant reverse cross-lag correlation between talk content in July and read content in April indicating that what people were talking about in July they were reading about in April.

When five content categories (crime, business, education, politics, and mining) were combined and examined for specific agenda agreement, no significant difference was found between what the newspaper was emphasizing and what people said they were reading in time two. When all five content categories were combined and tested it was found there was a significant difference between what was emphasized in the newspaper and what was talked about in April. When politics and education were examined individually it was found there was no significant difference in newspaper story emphasis and talk content emphasis for both categories in April.

When all five categories were combined and tested to find out if read and talk agenda were related on a specific level, it was found there was a significant difference between what was emphasized in read and talk agenda in April.

The study supports the assertion that the local newspaper is effective in setting the newspaper reading agenda for respondents over a nine-month period. However, the study does not support the idea that the newspaper is an effective agent in setting talk agenda on a local level over a nine month period.
Order No. 77-6260, 137 pages.

THE RELATIONSHIP OF NEWSPAPER ISSUE AGENDAS TO THE CURRENT AND ANTICIPATED ISSUE AGENDAS OF COMMUNITY LEADERS, NON-LEADERS AND NEWSPAPER STAFF

SOHN, Harold Louis, Ph.D.
Southern Illinois University, 1976

Major Professor: L. Erwin Atwood

Interviews with 150 community residents, 41 community leaders and the staff of the community newspaper in a small Southern Illinois town (pop. 8,000), and an analysis of the content of the community newspaper are used as data sources to test hypotheses about community leadership and about agenda-setting for the media and by the media.

The community leaders are identified by a survey in the community in 1975. The interviewing for this dissertation was in April, 1976. The leaders' responses to the same set of questions used to identify leaders in 1975 are used to validate those nominations. The nominations from the community at-large are validated in two areas of community activity--business and social, and are not validated in two other areas--government and community affairs.

Respondents are asked to identify both the current issues in the community, and the issues they expect to be important in the near future. Responses are grouped into 16 content categories and summed across respondents to form current and anticipated community issue agendas for leaders, non-leaders and the newspaper staff. The local daily newspaper is analyzed for its presentation of community issues for periods of six weeks both before and after interviewing. The newspaper pre-interviewing agenda consists of its presentation of community issues over the six-week period immediately before the interviewing period, and the newspaper post-interviewing agenda consists of its presentation of community issues over the six-week period immediately following the interviewing period.

Based on agenda-setting theory it is hypothesized there will be positive correlations significantly different than zero between the newspaper pre-interviewing agenda, the leaders' current agenda, and the non-leaders' current agenda. The hypothesis is not supported. It is also hypothesized that the newspaper staff's anticipated agenda will correlate significantly greater with the newspaper post-interviewing agenda than will the leaders' anticipated agenda; and that the leaders' anticipated agenda will correlate significantly greater with the newspaper post-interviewing agenda than will the non-leaders' anticipated agenda. Neither hypothesis is supported. A hypothesis of no difference between the current agendas of the four leader groups--government, business, community affairs and social--is supported, as is a hypothesis of no difference between the anticipated agendas of the same four groups.

Leaders are significantly more likely than non-leaders to say they are aware of things going on in the community before word of those things appears in the local newspaper. Newspaper staff members are significantly more likely than leaders to name the newspaper and its staff as determiners of what local issues are presented on a community-wide basis and what local issues are not so presented.

Qualitative data from the leaders indicate an easy access for them to the community newspaper. The study concludes that access most likely is for news and events, not issues. The results do not indicate an ability for the leaders to know in advance what the issues will be in the community. Either that, or the newspaper does not cover all issues. The newspaper staff does acknowledge that the paper plays down church and liquor-related issues. Order No. 77-6261, 133 pages.